



# SURFACE COATINGS AUSTRALIA

JOURNAL OF THE  
SURFACE COATINGS  
ASSOCIATION AUSTRALIA

## display advertising rates – 2011

Size	4 Colour				Mono			
	Casual	x 3	x 6	x 11	Casual	x 3	x 6	x 11
Full page	\$1,320	\$1,260	\$1,195	\$1,125	\$790	\$760	\$720	\$680
Half page	\$790	\$750	\$710	\$670	\$470	\$450	\$430	\$400
Third page	\$630	\$600	\$570	\$530	\$380	\$360	\$340	\$320
Quarter page	\$460	\$440	\$420	\$390	\$280	\$270	\$250	\$230

Premium Positions: IFC, ERHP, OBC – plus 10%  
 Smaller Advertisements: \$18 per column cm (Mono)  
 Industry Directory Ads: x 6 – \$15 per column cm  
 x 11 – \$12 per column cm

Inserts: 1 page (1 x A4 sheet S/S) \$550  
 2 page (1 x A4 sheet D/S) \$550  
 4 page (1 x A3 sheet D/S) \$750

**Special discounted rates available (on application)  
 for employment advertising inserts**

All rates plus 10% GST (within Australia)

Advertising or Media Agency Commission: 10%

## advertising deadlines – 2011

Issue	Advertising Bookings	Advertising Material
Jan/Feb	January 14th	January 28th
March	February 11th	February 25th
April	March 11th	March 25th
May	April 15th	April 29th
June	May 13th	May 27th
July	June 17th	June 30th
August	July 15th	July 29th
September	August 12th	August 26th
October	September 16th	September 30th
November	October 14th	October 28th
December	November 11th	November 25th

**All enquiries, advertising communications and material should be directed to:**

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